

Message Text

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ACTION ARA-10

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R 061100Z MAY 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9040

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UNCLAS BRASILIA 3473

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: BRAZIL FY-:5 CCP - THIRD QUATER PROGRESS REPORT

REF: STATE 280182, DEC. 24, 1974; BRASILIA 291, JAN. 13, 1975

1. ALL ACTIONS ON CAMPAIGNS REQUIRED BY MARCH 31 FOR BRAZIL
FY-75 CCP COMPLETED WITH FOLLOWING EXCEPTIONS AND ADDITIONS:

(A) CAMPAIGN NO. 2. CAMPAIGN MANAGER (CM) HAS NOT YET MADE
PERSONAL CALL ON MANAUS AIRPORT COMMISSION AS DECISION MADE
THAT LIMITED TRAVEL FUNDS COULD BEST BE SPENT ON OTHER MORE
PRODUCTIVE PROMOTIONAL ACTIVITIES. THIS CAMPAIGN TAKEN OVER
BY JAMES FERRER UPON DEPARTURE OF ORIGINAL CM ON HOME LEAVE AND
TRANSFER FROM RIO TO SAO PAULO. TRIP TO AERONAUTICAL TECHNICAL
CENTER IN SAO PAULO MENTIONED AS PENDING IN LAST QUARTERLY
REPORT WAS COMPLETED BY NEW CM , WHO ACCOMPANIED AMBASSADOR AND
FAA REP.

(B) CAMPAIGN NO. 3. A POST-SHOW SURVEY IS STILL TO BE PER-
FORMED FOR THE CHICAGO IMTS. THE LIST OF ATTENDEES WAS RECENTLY
RECEIVED IN THE MIDST OF WORK ON PRINT PACK. THIS CAMPAIGN
PROVED TO BE MUCH TOO MODEST IN SCOPE. A LARGE NUMBER OF UN-
PROGRAMMED ACTIVITIES WERE CARRIED OUT BY ECONOMIC
AND COMMERCIAL OFFICERS, INCLUDING THE AMBASSADOR, TO
ASSURE THAT U.S. FIRMS WOULD HAVE A GOOD CHANCE TO COMPETE IN
BRAZIL'S LARGE STEEL EXPANSION PROGRAM. A U.S. STEEL INDUSTRY
TASK FORCE COMPRISED OF 18 REPRESENTATIVES OF 10 MAJOR U.S.
FIRMS VISITED BRASILIA AND VOLTA REDONDA, HOLDING HIGH LEVEL
TALKS WITH BRAZILIAN OFFICIALS. THE AMBASSADOR AND SENIOR
ECONOMIC/COMMERCIAL OFFICERS PARTICIPATED IN THE PLANNING AND
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ACTIVITIES OF THE VISIT. A NUMBER OF SPOT REPORTS AND COMPRE-

HENSIVE AIRGRAM WAS SUBMITTEL ON THE MARKET
FOR METALWORKING
AND METALFINISHING EQUIPMENT, ALL IN ADDITION TO PROGRAMMED
CCP ACTIVITIES.

(C) CAMPAIGN NO. 4. THIS CAMPAIGN IN SUPPORT OF THE PRINT
PACK USA EXHIBITION HELD IN SAO PAULO RECEIVED MUCH MORE SUPPORT
ACTIVITY BY ALL POSTS IN BRAZIL THAN WAS ENVISIONED IN THE CAM-
PAIGN STATEMENT. EMBASSY PERSONNEL WERE HEAVILY INVOLVED IN
OBTAINING CLEARANCES FOR EQUIPMENT BROUGHT IN BY EXHIBITORS;
USIS PERSONNEL IN RIO NOT ONLY PUBLISHED AN ARTICLE IN THE
COMMERCIAL NEWSLETTER, AS PROGRAMMED, BUT ALSO DEVOTED A SPECIAL
ISSUE TO THA TRADE SHOW AND PRINTED ALL PROMOTIONAL LITERATURE
AND STATIONARY REQUIRED. EACH CONSTITUENT POST WAS INVOLVED IN
MAKING BLUE RIBBON CALLS , SEVERAL MEETINGS WERE HELD WITH END-
USERS AND IMPORTERS AT THE RESPECTIVE CONSULATES, AND THE
AMBASSADOR HOSTED AN OPENING RECEPTION FOR THE SHOW. IN-
COUNTRY COMMERCIAL PERSONNEL HANDLED ALL THE PRE-SHOW
MAILINGS, FURNITURE AND EQUIPMENT WAS SUPPLIED BY CONGEN RIO
FOR USE OF TH PRINTPACK MANAGEMENT, AND COMMERCIAL PERSONNEL
IN SAO PAULO DEVOTED MUCH TIME AND EFFORT TO OBTAIN CUSTOMS
CLEARANCES AND SOLVE PROBLEMS CREATED IN A LARGE PART BY THE BRA-
ZILIAN PRIVATE FIRM'S POOR MANAGEMENT OF THE EXHIBITION.
MAN-HOUR INPUTS WERE THUS MANY TIMES GREATER THAN THOSE
ESTIMATED IN THE CCP.

(D) CAMPAIGN NO. 7. ONLY 11 OF THE PLANNED 20 VISITS TO MINE
SITES AND MARINE TERMINALS WERE COMPLETED BY CM DUE TO TIME AND
BUDGETARY RESTRICTIONS. THESE VISITS, HOWEVER, PRODUCED A NUMBER
OF COMPREHENSIVE REPORTS ON VARIOUS MINERAL SECTORS. A COM-
PREHENSIVE DIRECTORY OF GOVERNMENT AGENCIES AND COMPANIES
INVOLVED IN THE MINING SECTOR HAS BEEN COMPILED BY THE CM.
FIVE OF THE SIX MINERALS LUNCHEONS PROGRAMMED IN THE CCP FOR
FY-75 HAVE BEEN HELD, WITH ATTENDANCE OF 60 TO 80 PERSONS AT
EACH LUNCHEON.

2. ALL OTHER ACTIVITIES PROGRAMMED IN FY-75 CCP ARE BEING
COMPLETED ON SCHEDULE WITH EXCEPTIONS NOTED IN PARA 2 OF
SECOND QUARTER PROGRESS REPORT. THESE CONCERN STAFFING THAT IS
SUBJECT TO BUDGET LIMITATIONS. IMPORTANT ADDITIONAL ACTIVITIES
OUTSIDE OF CAMPAIGNS INCLUDE THE DESIGN OF AN AUTOMATIC TRADE
DATA RETRIEVAL SYSTEM, AND A PROPOSAL BY CONGEN SAO PAULO FOR
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ESTABLISHMENT OF A TRADE EXHIBITION FACILITY.

3. IN COORDINATING IN-COUNTRY TRADE PROMOTION ACTIVITIES WITH
COMMERCE, THE PROBLEM CONTINUES TO EXIST ON THE SCHEDULING AND
LEAD TIME OF TRADE MISSIONS. POST CONCERNED NEED TO KNOW THE
PROPOSED COMPOSITION OF A TRADE MISSION WELL ENOUGH IN ADVANCE
TO GIVE GOOD ADVISE ON THE PROSPECTS IN THE BRAZILIAN
MARKET. THE FINAL COMPOSITION OF THE MISSION MUST BE KNOWN AND

MATERIAL RECEIVED FOR PRINTING BROCHURES AND MAILING AT LEAST A MONTH IN ADVANCE OF THE MISSION'S ARRIVAL. FANALLY, TRADE PROMOTION EVENTS SHOULD BE SCHEDULED AT LEAST SIX WEEKS APART FOR A GIVEN POST. THESE BASIC REQUIREMENTS HAVE NOT BEEN MET ON A NUMBER OF OCCASIONS THE PAST YEAR--THE LATEST BEING THE SCHEDULING OF TWO IOGA TRADE MISSIONS FOR SAO PAULO IN APRIL, ONE WITH ONLY TWO WEEKS NOTICE ON THE COMPOSITION OF THE MISSION. THE POST HAD ALREADY ACCEPTED A NON-IIGA STATE TRADE MISSION FOR THE SAME TIME AS THE SECOND IOGA, WITH THE RESULT THAT THREE MISSIONS WERE HANDLED WITHIN A THREE-WEEK PERIOD.

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